Predicts Bright Future for the Motor Drawn Commercial Wagon

Coker F. Clarkson Declares That Within a Few Years a Half Million of Motor Trucks Will Be Placed on the American Market.

By Coker F. Clarkson, General Manager
Society of Automobile Engineers.

A half million motor cars of the pleasure type have been put on the American market in the last handful of years. Within an equal space of time there will be in use

Relative Cost.

Committee. No recommendation of the standards committee can be submitted for the secrety without the consent of the society council.

Status of the Industry.

The motor car industry can be viewed as representing in the last few years a great development in organization for produc-

ling expense it fully justifies cluce nauring expense it may just the dis-ribution of farm products. A collateral dvantage, of course, follows in the ne-essity of keeping up the public roads, a question than which there is none more ortant to the welfare of rural lo-

Convenient for Farmers.

Convenient for Farmers.

For many years it has been the custom of farmers to hire threshing machines as necessity required. At ho distant date no up to date farm will be complete without its own handy tractor. Such a machine can be used for so many purposes that there is no fear of having idle capital invested much of the time.

Although merchandise carrying motor vehicles had been tried out previously, the first self-propelled truck of the general appearance of the present day was put into operation in 1889. In 1899 twelve trucks and omnabuses were ready on order from commercial houses for delivery at one time from a German factory.

About ten years ago trucks were produced for the German army equipped with 16-horse power motors under the hood. In 1888 a German motor omnibus was delivared in London. It had a three ton capacity chassis, fitted with a motor of approximately 15 horse power. It ran from a point near Gravesend to London, about thirty miles, on six gallons of gasolene, at a speed of ten to twelve miles an hour.

In Europe motor trucks have for years been applied to meet the requirements of fire departments, the army and important industries. Tractors and trailers, road trails, &c., are doing extensive service. The motor truck of to-day is available to the merchant, the manufacturer and to transportation interests, and can be expected to perform efficiently and with as great, if not greater, reliability than horse drawn equipment. The best of the original European trucks and omnibuses are still

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cross bars and the parallel

bars clean like a squeegee

cleans a window. The skid

is stopped before it starts.

The Diamond Safety

Tread Tireis the only

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est in Mileageamong smooth

tread thres.

real non-skid tire.

Tread Tire is not simply a matter of buttons, knobs

orridges. It is a real solu-

tion of the skid problem based on a principle

Tires skid on a film of mud or waternever on a clean dry surface. To pre-

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ment. The Diamond Safety Tread

AUTOMOBILES.

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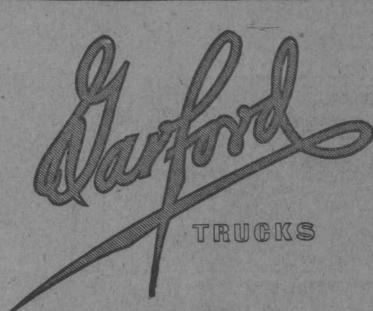
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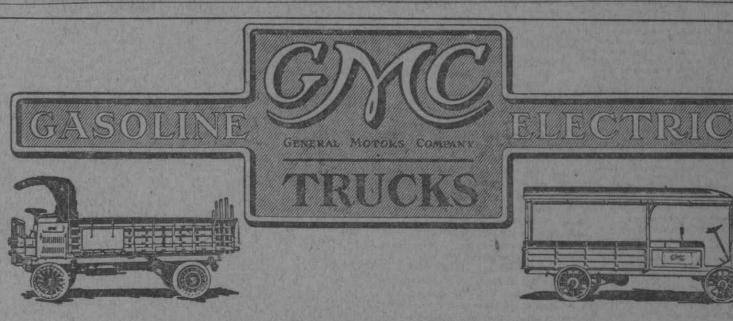
MHE commercial motor car forms an important part of our 20th Century efficiency in business. The right truck is a positive economy, but the wrong one is a deadly expense. One saves, where the other wastes, your money.

I For a good many years the Garford Company have been solving difficult transportation problems among all classes of important American concerns. This vast and varied experience has built the Garford Truckthe most practical truck in America. To any concern, who has merchandise to be handled, we can give some valuable information, by demonstrating the most economical system of delivery operations. It will be worth your while to investigate.

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important thing is the selection to fit individual needs. A wise selection of a truck cannot be made without due consideration of the company pro-

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After the sale must come service. The right kind of service implies solidity-permanence and large resources of the manufacturer.

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